

HISTORY REDESIGNS ITSELF

History has been merged with modernity for that special look to the logo and pictograms of the Commonwealth Youth Games 21.09.08

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IMAGE and look to any international event being a prima facie requisite, the organisers of the third Commonwealth Youth Games (CYG) to be held in Pune, reserved valuable space and thought for some unique imaging activity. The consequences have been awesome. To start with, logo of the CYG has a special significance. You must have noticed the special circular shape of the logo. The logo has been derived from the coronation seal of Shivaji Maharaj. It has been further modernised, and the final logo of the CYG has come into being. Explaining the evolution, Sangita Welingkar, co-ordinator of CYG says, “The logo is reminiscent of the Maratha empire during Shivaji. We have modernised the coronation seal, to which continuity has been given to arrive at the final logo. If you notice, the font used is similar to the font used in the coronation seal.”

The logo of the CYG has been made as per the directive of the Commonwealth Games Office, and it depicts the culture of the city as well. For instance, the logo of the Melbourne Commonwealth Games had depicted an athlete and a ballerina which covered the two essential aspects Melbourne is known for – both as a sporting and a cultural city. “Similarly, Pune is a cultural city and the coronation seal of Shivaji depicts the rich heritage of Pune,” says Welingkar. The pictogram used in all forms of communication of the CYG has been derived from Warli tribal painting, a famous folk art of Maharashtra. The outcome has been a distinctive blend of traditional and modern images. A Pune-based company, Elephant Strategy and Design, has been looking into the imaging and design aspects of the CYG. Rochana Deb, lead design manager of the company, states, “Before doing it, we did a study of the people, and the core theme is the confluence of the old and new. Shivaji’s seal is one of the oldest forms of known visual art here, and the shape of the logo that has been inspired by it is one of the strongest features of CYG’s communication.” Similarly, the mascot of CYG, Jigrr, has been given a youthful, mischievous look. “We have used vibrant, bright colours in all forms of communication, and so is the case with Jigrr too,” says Welingkar. And, that is not all. Just wait for what’s in store at the Games venue and you would just love it. Suresh Kalmadi, chairman of the Organising Committee of the CYG, states that the response to the imaging aspect of the CYG has been good. “The

